

ABSTRACT

Product information notification method and product
information notification system wherein additional
information for a product can be modified for each user,
5 allowing for an effective sales presentation. From a
product information database 1 storing basic information for
each product, basic information for a product group that a
user wishes to look up is selected and presented to the user
using product information presentation means 2; based on
10 user profile information obtained by profile information
acquisition means 4, a display parameters processing unit 5
selects from an additional information database 3
corresponding additional information and presents this to
the user using additional information presentation means 6.

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